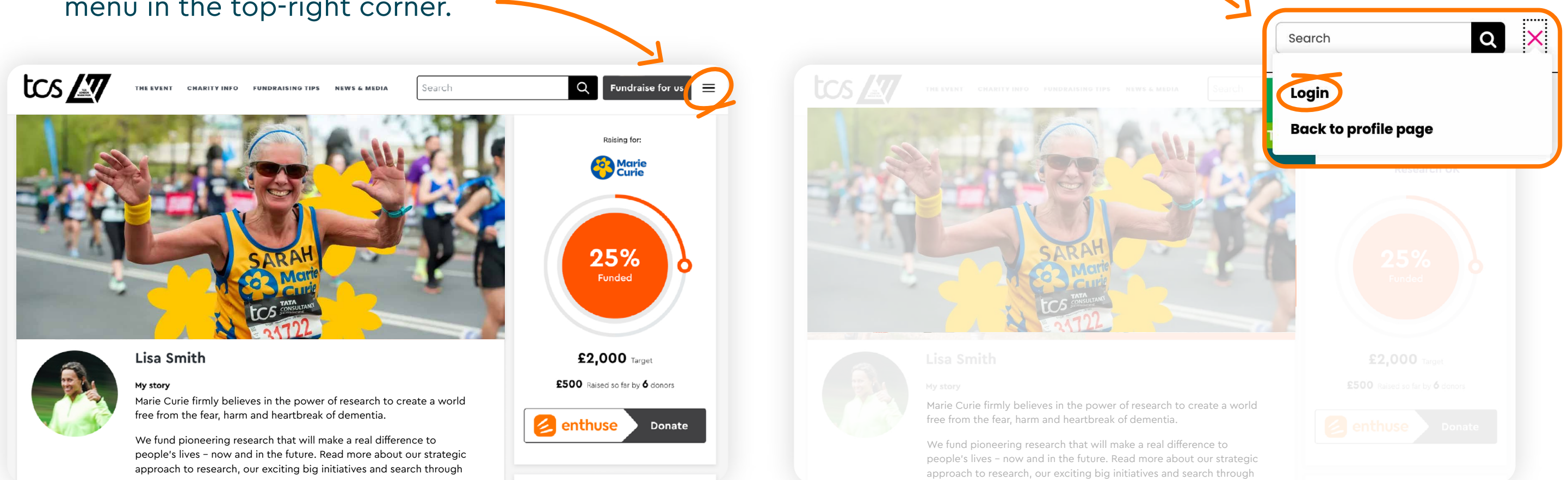


Top tips for Fundraising Success

As the official online fundraising partner, Enthuse is the only platform integrated directly into the Official TCS London Marathon app, making it the easiest way to collect donations on the day. And with Strava and social media integrations, social sharing is straightforward for your fundraisers. Enthuse is also integrated into the registration process and automatically creates fundraising pages for your participants, making fundraising simple and impactful from the very start.

Logging in to your fundraising page:

- 1 First you'll need to log-in. To do so, go to your fundraising page and click on the dropdown menu in the top-right corner.
- 2 Afterwards, click 'Login' and simply follow the on-screen instructions.



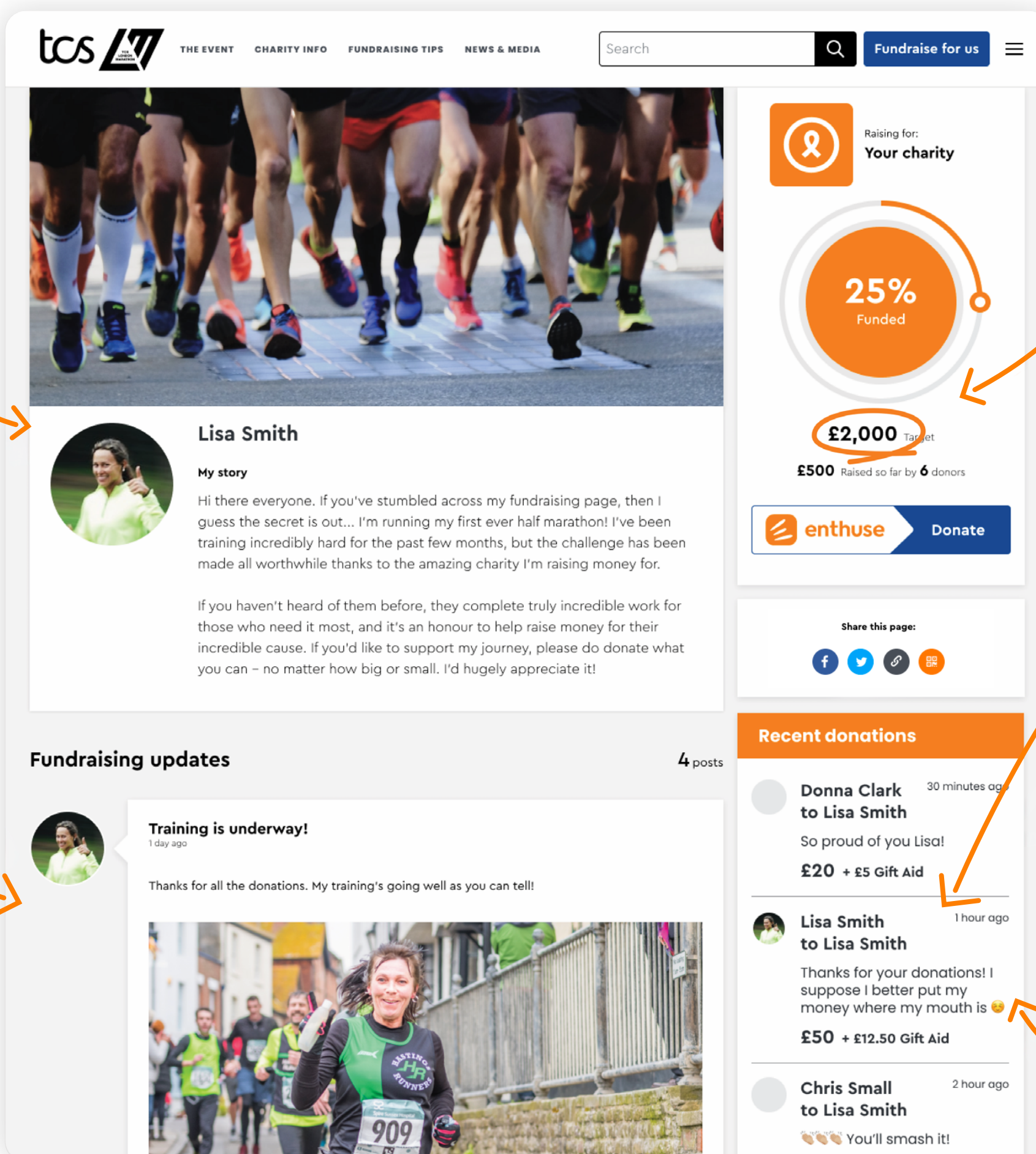
Our top five tips:

1 Make it personal

Sharing your personal story about why you support your chosen cause can make a big difference, profiles that include a story **raise 86% more** on average.

3 Show your progress

Your fundraising page is like your social media: post regular updates and share plenty of training photos. The more you share your page, the more donations you'll receive. On average, regular updates lead to **52% more donations**.



2 Fundraising goals

Your fundraising goal will inspire your donors to help you get there. And just like the time you're after, you can always set yourself a more ambitious target.

4 Kick start your fundraising

Get your fundraising started with a donation to yourself, and the higher you can manage the better. Your supporters will love your dedication and try and match your own donation. Fundraisers who self-donate can **raise up to £1160 more** than those who don't.

5 Say 'thank you'

Remember to reply directly to donations on your page to let donors know how much their support means. And it works – fundraisers who say thank you get **54% more donations**.